16:08

PROCESSES (12-97)

Approved for use through 8/30/08. ONE (651-0633

Petent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

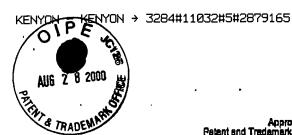
Under the Paperwork Reduction Act of 1995, no paracret are required to respond to a collection of information unless it displays a valid OMB control number.

Docket Number (Optional)

## REISSUE APPLICATION DECLARATION BY THE INVENTOR

11032/5

l b an	residence, post office address and citizenship are stated below next to my name.  alleve I am the original, first and sole inventor (if only one name is listed below) or an original, first  d joint inventor (if plural names are listed below) of the subject matter which is described and claimed betten number
	DVERTISING OVER NETWORKS
th	specification of which is attached hereto.
X	No. 04 0000 Hulling CO. 1577 789
e: I e	have reviewed and understand the contents of the above identified specification, including the claims, is amended by any amendment referred to above. cknowledge the duty to disclose information which is material to patentability as defined in
3/	CFR 1.56.
IV	CFR 1.56. erily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described low. (Check all boxes that apply.)
IV	erily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described low. (Check all boxes that apply.)  by reason of a defective specification or drawing.
Iv	erily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described low. (Check all boxes that apply.)  by reason of a defective specification or drawing.  by reason of the patentee claiming more or less than he had the right to claim in the patent.
be	erily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described low. (Check all boxes that apply.)  by reason of a defective specification or drawing.  by reason of the patentee claiming more or less than he had the right to claim in the patent.
	erily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described low. (Check all boxes that apply.)  by reason of a defective specification or drawing.  by reason of the patentee claiming more or less than he had the right to claim in the patent.
l v be	erily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described low. (Check all boxes that apply.)  by reason of a defective specification or drawing.  by reason of the patentee claiming more or less than he had the right to claim in the patent.  by reason of other errors.  least one error upon which reissue is based is described as follows:  e, the inventors, believe that pursuant to 37 C.F.R. 1.175, the original patent,
L C At W N	erily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described low. (Check all boxes that apply.)  by reason of a defective specification or drawing.  by reason of the patentee claiming more or less than he had the right to claim in the patent.  by reason of other errors.  least one error upon which reissue is based is described as follows:

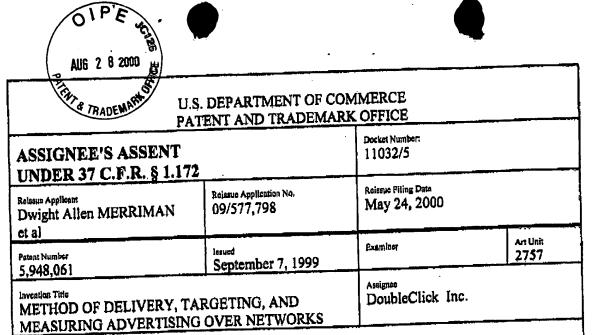




Approved for use through 9/30/00, ONS 0651-065 Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid CMB control number. Docket Number (Optional) (REISSUE APPLICATION DECLARATION BY THE INVENTOR, page 2) 11032/5 All errors corrected in this reissue application arose without any deceptive intention on the part of the applicant. As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. Registration Number Name(s) Correspondence Address: Direct all communications about the application to: Place Customer Number Bar Customer Number Code Label hare OR Type Customer Number here Firm or Individual Name Address Address ZIP City State Country Telephone \Fax i hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 16 U.S.C. 1001, and that such willful false statements may jeoperdize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed. Full name of sole or first inventor (given name, family name) Dwight Allen Merriman inventore signature Residence 421 Hudson St. Ant. 614, New York, NY 1001 8-15-00 Post Office Address Citizenship 421 Hudson St., Apt. 614, New York, NY 10014 UŜ Full name of second joint inventor (given name, family name) Kevin Joseph O'Connor Inventor's signature Date 15/00 8 Residence Citizenship 115 Central Park West, #7B, NY, NY US Post Office Address 115 Central Park West, #78, New York, New York 10023 Full name of third joint inventor (given name, family name) Date inventor's signature Residence Citizenship Post Office Address Additional joint inventors are named on separately numbered sheets attached hereto.

17:02



DoubleClick Inc., with an office at 450 West 33rd Street, New York, New York 10001, is the sole owner of the entire right, title and interest in and to U.S. Patent No. 5,948,061, as set forth in the Assignment recorded in the records of the U.S. Patent and Trademark Office on February 3, 1997 at Reel 8357, Frame 0650.

DoubleClick Inc., as the assignee of U.S. Patent No. 5,948,061, hereby assents to the filing of the Reissue application with regard to this patent.

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

DOUBLECLICK INC.

Date: August 17, 2000

Name: Buzaboth WANT Title: VP& Gannal Coms 17:02

Approved for use through english. Si Patent and Tradement Office; U.S. DEPARTMENT OF Under the Paperwork Reduction Act of 1895, no persons are required to respond to a collection of information unless it displays a valid OMS

## REISSUE APPLICATION BY THE ASSIGNEE, OFFER TO SURRENDER PATENT

Dockel Number (Optional) 11032/5

This is part of the application for a reissue patent based on the original patent identified below. Name of Patentee(s): Dwight Allen Merriman and Kevin Joseph O'Connor Date Patent Issued Patent Number Sep. 7, 1999 5,948,061 Title of Invention METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS is the assignee of the entire interest in the original patent. DOUBLECLICK INC. loffer to surrender the original patent upon issuance of reissue application serial number 09/577.798. filed on May 24, 2000. A certificate under 37 CFR 3.73(b) is attached. I am authorized to act on behalf of the assignee. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application, any patent issued thereon, or any patent to which this declaration is directed. Name of assignee DOUBLECLICK INC. Signature of person signing for assignee Typed or printed name and title of person signing for assignee Elizabeth WANT, UP & General Counsel

Burden Hour Statement: This form is estimated to take 0.1 hours to complete. Time will very depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief information Officer, Patent and Trademerk Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.